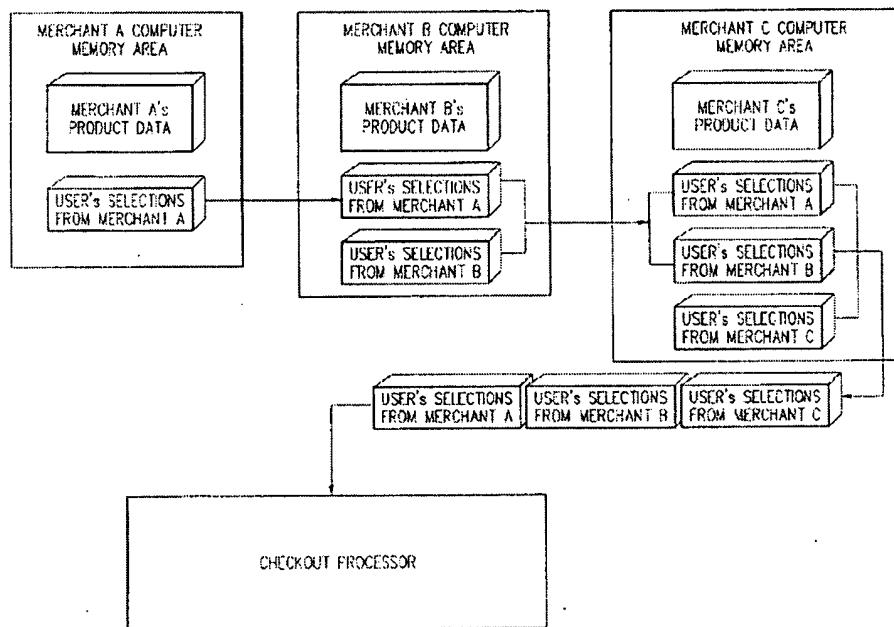


REMARKS

Applicants wish to thank the Examiner for his courtesy in extending a telephonic interview with the undersigned and Assignee's representatives, Ms. Letty Swank and Ms. Britta Buhnemann on December 20, 2006. The following traversal of the Examiner's rejection to the pending claims addresses issues relating to the prior art that was discussed, specifically U.S. Patent No. 5,966,697.

As discussed during the telephonic interview, the '697 patent differs from Applicants' invention. Notably, the although the shopping cart method as described in the '697 patent occurs via a computer network connecting a plurality of computers (*see* Figure 1 of the '697 patent), the information is explicitly passed from merchant to merchant along a chain (*see* Figure 2 of the '697 patent (reproduced below)). This characteristic is also described at col. 2, ll. 35-38 of the '697 patent.



The '697 patent also describes that any merchant in the chain can be characterized as the checkout processor (*see* col. 9, ll. 28-37) and the user need not return to the first merchant (or website) in order to checkout (*see* col. 8, ll. 7-21). In addition, the '697 patent describes that the selection data from any merchant can be stored on the user's computer (*see* col. 4, ll. 18-19) or with the next merchant to which the information has been transferred (*see* col. 2, ll. 35-38) and can be edited or removed at any point in the chain since it has been transferred to memory in the

next merchant's computer system (*see col. 4, ll. 15-67; col. 5, ll. 1-2*). Also, the '697 patent describes that multiple credit card transactions are processed based on the number of merchants from which the user has selected items (*see col. 2, ll. 51-52, 55*).

This is different from the implementation taught and claimed by Applicants' invention. As a non-limiting example, a first website may display a predefined selection of products from affiliate web site(s) catalogs. At such point, according to such an example, a user may select an item or service from the first website and then access the affiliate web site(s) to review or modify the details of the item or service. Once the item (or service) is selected for purchase on the affiliate website(s), it is added to the first website's shopping cart. Should the user wish to purchase additional items from an affiliate web site(s), according to this example, the above-described process would be repeated with the user going from the first website to the detail item or service information on the affiliate web site(s). Should the user then wish to purchase the item (or service), the item would be placed in the first website's shopping cart and the user would be routed back to the first website for processing of the shopping cart order. In such an example, the respective affiliate websites do not store the previous affiliate website order information and do not have any knowledge of the items that were selected from previous websites. Also, once the user has checked out and a single credit card transaction for the order has been processed using the first website shopping cart, information is then sent to the affiliate website(s) for fulfillment of the item(s). When the item ships via the affiliate website(s), information may then be sent to the first website to let the user know the details of the shipping information.

In other words, in such a non-limiting example of the invention, the first website acts as the checkout processor. In addition, because the first server (or other servers) of the first website is configured to process the shopping cart order from the plurality of affiliated servers, there is one shopping cart transaction (or credit card transaction) processed, rather than requiring each merchant to process its own transaction. The fulfillment information sent by the first server (or other servers) to the affiliated servers (or websites) is provided so that the merchant associated with the affiliated website can ship the item(s) to the user. Figure 2 of the present application illustrates this relationship between the shopping cart application, and the hub-and-spoke relationship between the first server (and hence the shopping cart) and the affiliated website servers:

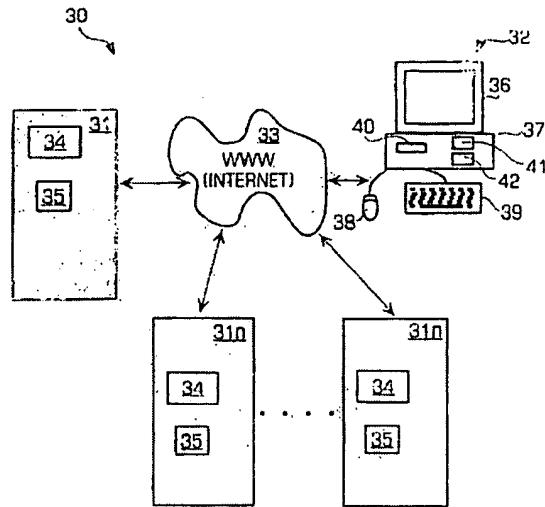


FIG. 2

Notably, unlike the '697 patented description, the affiliated servers in a non-limiting example of the invention do not accumulate (or aggregate) the other affiliated servers' selected items (or data) as only their respective catalogs of information are stored on each respective affiliated website. Instead, the first website maintains the individual respective catalogs as well as its own (if one exists) so that the user can begin the selection of the items or service for any affiliated website from that first website. These separate affiliate websites then return the information about the selected items to the first website in order to maintain the information in a single shopping cart as described in the present application. Unlike the '697 patented technique, selected data is not processed in a "chain and accumulation" sequence, but rather in a "hub and spoke" process whereby the first server (or other servers of the first website) acts as the hub and the affiliated servers are the spokes.

This difference is explicitly recited in the presently pending claims. As an example, claim 1 as amended now recites, in part, that the shopping cart application "functions as a hub for items that can be selected by a user accessing one or more of a plurality of websites" and also recites, in part, that the first server is "configured to process the shopping cart order...". Claim 6 as amended now recites similar language. Claim 11 remains unchanged from Applicants' prior amendment. As presently presented, Applicants respectfully submit that the claimed invention is not anticipated by the '697 patent.

Accordingly, Applicants respectfully submit that the claims as presently pending are in condition for allowance and favorable reconsideration and early allowance of this application is respectfully requested.

Respectfully submitted,

DLA PIPER US LLP

Dated: January 11, 2007

By 
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APPENDIX A- MARKED UP CLAIMS

1. (Twice Amended) An electronic shopping cart system integrated with a computer network connecting a plurality of servers together, the computer network being accessible by a user, comprising:

a first server associated with a first website, the first server including a shopping cart application that functions as a hub for items that can be selected by a user accessing one or more of a plurality of websites and configured to maintain a shopping cart order of any such items selected by the [a] user [accessing one or more of a plurality of affiliated websites], and a catalog application adapted to receive item information relating to the items that can be selected by the user accessing one or more of the plurality of affiliated websites, the first server being configured to process the shopping cart order and to provide order fulfillment information to the affiliated websites from which the items were selected by the user; and

a plurality of affiliated servers associated with the plurality of affiliated websites, each of the affiliated servers including a respective catalog of item information relating to the items that can be selected from the respective affiliated websites, the plurality of affiliated servers being adapted to provide the respective catalogs of item information to the first server and to receive and process the order fulfillment information from the first server.

2. (Original) The integrated shopping cart system of Claim 1, wherein the computer network is the World Wide Web.

3. (Original) The integrated shopping cart system of Claim 1, wherein the items include products and services.

4. (Original) The integrated shopping cart system of Claim 1, wherein the item information includes any of item identification information, cost information, and description information.

5. (Original) The integrated shopping cart system of Claim 1, wherein the order fulfillment information includes any of item identification information and shipping information.

6. (Twice Amended) An electronic shopping cart system integrated with a computer network connecting a plurality of servers together, the computer network being accessible by a user, comprising:

a server associated with a first website, the server including a shopping cart application that functions as a hub for items that can be selected by a user accessing one or more of a plurality of websites and configured to maintain a shopping cart order of any such items selected by the [a] user [accessing one or more of a plurality of affiliated websites], and a catalog application adapted to receive item information relating to the items that can be selected by the user accessing one or more of the plurality of affiliated websites, the server being configured to process the shopping cart order and to provide order fulfillment information to the affiliated websites from which the items were selected by the user.

7. (Original) The integrated shopping cart system of Claim 6, wherein the computer network is the World Wide Web.

8. (Original) The integrated electronic shopping cart system of Claim 6, wherein the items include products and services.

9. (Original) The integrated electronic shopping cart system of Claim 6, wherein the item information includes any of item identification information, cost information, and description information.

10. (Original) The integrated shopping cart system of Claim 6, wherein the order fulfillment information includes any of item identification information and shipping information.

11. (Amended) An electronic shopping cart system integrated with a computer network connecting a plurality of servers together, the computer network being accessible by a user, comprising:

a plurality of affiliated servers associated with a like plurality of affiliated websites, each of the affiliated servers including a respective catalog of item information relating to items that can be selected from the respective affiliated websites, the plurality of affiliated servers being

adapted to provide the respective catalogs of item information to a first website, wherein the first website maintains a shopping cart order of items selected by a user accessing one or more of the plurality of affiliated websites, each of the affiliated servers being configured to receive order fulfillment information pertaining to respective ones of the items maintained in the shopping cart order from the first website and to process the order fulfillment information.

12. (Original) The integrated shopping cart system of Claim 11, wherein the computer network is the World Wide Web.

13. (Original) The integrated electronic shopping cart system of Claim 11, wherein the items include products and services.

14. (Original) The integrated electronic shopping cart system of Claim 11, wherein the item information includes any of item identification information, cost information, and description information.

15. (Original) The integrated electronic shopping cart system of Claim 11, wherein the order fulfillment information includes any of item identification information and shipping information.

16. (Withdrawn) An integrated shopping cart software application, comprising:

a session initiation software module for establishing a communication session between a first server associated with a first website and an affiliated server associated with an affiliated website within a computer network so that a catalog of item information relating to items that can be selected from the affiliated website that is maintained by the affiliated server is accessible by the first server permitting the selecting of an item from the affiliated website;

an add item software module for informing the first server of the selecting of an item from the affiliated website so that a shopping cart order maintained by the first server is updated to include the selected item from the affiliated website;

an order fulfillment software module for transmitting order fulfillment information to the affiliated server and requesting the affiliated server to process the transmitted order fulfillment information to fulfill a portion of the shopping cart order; and

an error determination software module for managing error information occurring in the communication session between the first server and the affiliated server.

17. (Withdrawn) The integrated shopping cart software application of Claim 16, wherein the session initiation software module permits the first server to transmit request information to the additional server system.

18. (Withdrawn) The integrated shopping cart software application of Claim 17, wherein the request information is transmitted by a communication protocol.

19. (Withdrawn) The integrated shopping cart software application of Claim 18, wherein the communication protocol includes any of FTP, e-mail, HTTP and HTTPS communication protocols.

20. (Withdrawn) The integrated shopping cart software application of Claim 17, wherein the request information includes any of vendor identifier information for identifying the first server, product identifier information for identifying an item from the catalog of item information and session identifier information for maintaining communication session information between the first server and the affiliated server.

21. (Withdrawn) The integrated shopping cart software application of Claim 16, wherein the add item software module permits the additional server system to transmit item information relating to a particular item selected from the catalog of item information to the first server so that the selected item is added to the shopping cart order maintained by the first server.

22. (Withdrawn) The integrated shopping cart software application of Claim 21, wherein the item information is transmitted as an XML message.

23. (Withdrawn) The integrated shopping cart software application of Claim 21, wherein the item information includes any of reference parameter information for identifying the selected item, line item number information for indicating a location in the shopping cart order at which the selected item is located, the quantity of the item selected, the weight of the selected item, inventory number information relating to the selected item, line item description information for associating a description of the selected item, price information of the selected item, session identifier information, and user identifier information.

24. (Withdrawn) The integrated shopping cart software application of Claim 21, wherein an acknowledgement message is transmitted from the first server to the affiliated server upon the first server receiving the item information from the affiliated server.

25. (Withdrawn) The integrated shopping cart software application of Claim 16, wherein the order fulfillment software module permits the first server to transmit request information to the affiliated server so that the affiliated server can fulfill a portion of the shopping cart order.

26. (Withdrawn) The integrated shopping cart software application of Claim 25, wherein the request information is transmitted as an XML message.

27. (Withdrawn) The integrated shopping cart software application of Claim 25, wherein the request information includes any of shipping information, vendor identifier information, reference parameter information, line item information and session identifier information.

28. (Withdrawn) The integrated shopping cart software application of Claim 27, wherein the request information further includes any of tax information, distribution information, payment information, and cost center information.

29. (Withdrawn) The integrated shopping cart software application of Claim 27, wherein the shipping information includes any of shipping address information, contact information, shipping company information and shipping method information.

30. (Withdrawn) The integrated shopping cart software application of Claim 25, wherein an acknowledgement message is transmitted from the affiliated server to the first server upon the affiliated server receiving the request information from the first server.

31. (Withdrawn) The integrated shopping cart software application of Claim 16, further comprising a shipping price software module for informing the first server of the shipping price of the item selected from the affiliated website.

32. (Withdrawn) The integrated shopping cart software application of Claim 31, wherein the shipping price software module permits the first server to transmit shipping price request information to the affiliated server.

33. (Withdrawn) The integrated shopping cart software application of Claim 32, wherein the request information is transmitted as an XML message.

34. (Withdrawn) The integrated shopping cart software application of Claim 32, wherein the shipping price request information includes any of item information and shipping information.

35. (Withdrawn) The integrated shopping cart software application of Claim 32, wherein an acknowledgement message is transmitted from the affiliated server to the first server upon the affiliated server receiving the request information from the first server.

36. (Withdrawn) The integrated shopping cart software application of Claim 16, wherein order fulfillment notification information is transmitted as an XML message.

37. (Withdrawn) The integrated shopping cart software application of Claim 36, wherein order fulfillment notification information includes any of line item information, reference parameter information, tracking information relating to a shipped item and session identifier information.

38. (Withdrawn) The integrated shopping cart software application of Claim 36, wherein an acknowledgement message is transmitted from the first server to the affiliated server upon the first server receiving the notification information from the affiliated server.

39. (Withdrawn) The integrated shopping cart software application of Claim 16, wherein the error determination software module permits the transmission of an error message to the first server.

40. (Withdrawn) The integrated shopping cart software application of Claim 16, further comprising a ship notification software module for informing the first server of the fulfillment of a portion of the shopping cart order.

41. (Withdrawn) The integrated shopping cart software application of Claim 16, further comprising a select-another-item software module for informing the first server of selecting another item from the affiliated website so that the selected item from the affiliated website can be added to the shopping cart order maintained by the first server.

42. (Withdrawn) The integrated shopping cart software application of Claim 41, wherein the select-another-item software module permits the first server system to transmit request information to the additional server system.

43. (Withdrawn) The integrated shopping cart software application of Claim 42, wherein the request information is by a communication protocol.

44. (Withdrawn) The integrated shopping cart software application of Claim 43, wherein the communication protocol includes any of HTTP, HTTPS, FTP and e-mail.

45. (Withdrawn) The integrated shopping cart software application of Claim 41, wherein the request information includes any of vendor identifier information, reference parameter information, action information, session identifier information and line item number information.

46. (Withdrawn) The integrated shopping cart software application of Claim 16, further comprising a modify item software module for informing the affiliated server system of a request to modify a selected item indicated in the shopping cart order maintained by the first server.

47. (Withdrawn) The integrated shopping cart software application of Claim 45, wherein the request information is transmitted by a communication protocol.

48. (Withdrawn) The integrated shopping cart software application of Claim 47, wherein the communication protocol includes any of HTTP, HTTPS, FTP and e-mail.

49. (Withdrawn) The integrated shopping cart software application of Claim 45, wherein the request information includes any of vendor identifier information, line item number information and session identifier information.

50. (Withdrawn) The integrated shopping cart software application of Claim 16, further comprising a reorder software module for informing the first server of selecting a previously selected item from the affiliated website so that the previously selected item can be added to the shopping cart order maintained by the first server.

51. (Withdrawn) The integrated shopping cart software application of Claim 50, wherein the reorder software module permits the first server to transmit request information to the affiliated server.

52. (Withdrawn) The integrated shopping cart software application of Claim 51, wherein the request information is transmitted by a communication protocol.

53. (Withdrawn) The integrated shopping cart software application of Claim 52, wherein the communication protocol includes any of HTTP, HTTPS, FTP and e-mail.

54. (Withdrawn) The integrated shopping cart software application of Claim 51, wherein the request information includes any of vendor identifier information, reference parameter information, line item number information and session identifier information.

55. (Withdrawn) The integrated shopping cart software application of Claim 16, further comprising a view design software module for viewing an image of a design item created at the affiliated website.

56. (Withdrawn) The integrated shopping cart software application of Claim 55, wherein the view design software module permits the first server to transmit request information to the affiliated server.

57. (Withdrawn) The integrated shopping cart software application of Claim 55, wherein the request information is transmitted by a communication protocol.

58. (Withdrawn) The integrated shopping cart software application of Claim 57, wherein the communication protocol includes any of HTTP, HTTPS, FTP and e-mail.

59. (Withdrawn) The integrated shopping cart software application of Claim 56, wherein the request information includes any of vendor identifier information, reference parameter information, line item number information, zoom factor information and session identifier information.

60. (Withdrawn) The integrated shopping cart software application of Claim 16, further comprising a create another product software module for informing the affiliated server of creating a custom design item.

61. (Withdrawn) The integrated shopping cart software application of Claim 60, wherein the create another product software module permits the first server to transmit request information to the affiliated server.

62. (Withdrawn) The integrated shopping cart software application of Claim 61, wherein the request information is transmitted by a communication protocol.

63. (Withdrawn) The integrated shopping cart software application of Claim 62, wherein the communication protocol includes any of HTTP, HTTPS, FTP and e-mail.

64. (Withdrawn) The integrated shopping cart software application of Claim 61, wherein the request information includes any of vendor identifier information, reference parameter information, line item number information, product identifier information for indicating a particular design item template to provide to facilitate the creating of another product, and session identifier information.

65. (Withdrawn) The integrated shopping cart software application of Claim 16, further comprising a save design software module for informing the first server of a saved design item on the affiliated server.

66. (Withdrawn) The integrated shopping cart software application of Claim 65, wherein the saved design item includes any of custom design items, non-custom design items, and non-printable items.

67. (Withdrawn) The integrated shopping cart software application of Claim 65, wherein the save design software module permits the affiliated server to transmit request information to the first server.

68. (Withdrawn) The integrated shopping cart software application of Claim 67, wherein the request information is transmitted as an XML message.

69. (Withdrawn) The integrated shopping cart software application of Claim 67, wherein the request information includes any of reference parameter information, line item information and item description information.

70. (Withdrawn) The integrated shopping cart software application of Claim 67, wherein an acknowledgement message is transmitted from the first server to the affiliated server upon the first server receiving the saved design notification information from the affiliated server.

71. (Withdrawn) The integrated shopping cart software application of Claim 16, further comprising an order placement software module for informing the affiliated server to fulfill an order for an item selected from a different affiliated website.

72. (Withdrawn) The integrated shopping cart software application of Claim 71, wherein the order placement software module permits the first server to transmit request information to the affiliated server.

73. (Withdrawn) The integrated shopping cart software application of Claim 72, wherein the request information is transmitted as an XML message.

74. (Withdrawn) The integrated shopping cart software application of Claim 72, wherein the request information includes any of vendor identifier information, reference parameter information, line item information and shipping information.

75. (Withdrawn) The integrated shopping cart software application of Claim 16, further comprising a reorder fulfillment software module for informing the affiliated server of the fulfilling of an item in the shopping cart order that was previously fulfilled by the affiliated server.

76. (Withdrawn) The integrated shopping cart software application of Claim 75, wherein the reorder fulfillment software module permits the first server to transmit request information to the affiliated server.

77. (Withdrawn) The integrated shopping cart software application of Claim 76, wherein the request information is transmitted as an XML message.

78. (Withdrawn) The integrated shopping cart software application of Claim 76, wherein the request information includes any of shipping information, vendor identifier information, reference parameter information, and line item information.

79. (Withdrawn) A method for incorporating integrated shopping cart functionality in a computer network, comprising the steps of:

installing an integrated shopping cart testing software toolkit, having a plurality of test modules incorporated therein, on an affiliated server associated with an affiliated website;

accessing the affiliated server by a first server and activating the integrated shopping cart testing software toolkit to test the functionality of the plurality of test modules incorporated therein;

testing the functionality of the plurality of test modules by transmitting parameter information from the first server to the affiliated server;

indicating the status of transmitting the parameter information to reflect the result of a communication between the first server and the affiliated server; and

in the event of a failed communication between the first server and the affiliated server, re-configuring the affiliated server and re-testing the functionality of the plurality of test modules until each of the test modules are successfully tested.

80. (Withdrawn) The method of Claim 79, wherein the plurality of test modules includes a respective test module associated with a respective module of an integrated shopping cart software application.

81. (Withdrawn) The method of Claim 79, wherein the parameter information is transmitted by any of the HTTPS, HTTP, FTP and e-mail communication protocols.

82. (Withdrawn) An integrated electronic shopping cart system, comprising:

a first server system connected with a computer network including at least one client computer system, the first server system being associated with a first website and including a shopping cart application configured to maintain a shopping cart order of items selected by a user from an affiliated website, and a catalog application adapted to receive item information

relating to the items that can be selected by the user from the affiliated website, the first server system being configured to process the shopping cart order and to provide order fulfillment information to the affiliated website;

an affiliated server system associated with the affiliated website and including a respective catalog of item information relating to the items that can be selected from the affiliated website, the affiliated server system being adapted to provide the catalog of item information to the first server system and to receive and process the order fulfillment information from the first server system, the affiliated server system further including

at least one server system configured to communicate with at least one client system;

at least one image server system configured to receive custom print information, including custom print design item information, from the client system and to provide the custom print design item information to the at least one server system so that the custom print design item information can be dynamically displayed to the at least one client system to indicate any modification to the custom print design item information;

at least one file server system configured to store the custom print information; and

at least one process server system configured to format the custom print information and to generate a print order;

each of the at least one server system, at least one image server system, at least one file server system and at least one process server system being in communication with each other so that custom print information can be provided between them; and

at least one printing facility in communication with the affiliated server, the at least one printing facility configured to receive the formatted custom print information from the affiliated server and to process the print order in accordance with the custom print information.

83. (Withdrawn) The integrated electronic shopping cart system of Claim 82, wherein the custom print information includes any of graphical information, audio-visual information, image information and textual information.

84. (Withdrawn) The integrated electronic shopping cart system of Claim 82, wherein the custom print information is provided from a client system in communication with the affiliated server system.

85. (Withdrawn) The integrated electronic shopping cart system of Claim 82, wherein the custom print information is included in at least one design file that describes the layout of a custom print design item associated with the custom print information.

86. (Withdrawn) The integrated electronic shopping cart system of Claim 85, wherein the at least one design file further describes non-print items associated with the custom print information.

87. (Withdrawn) The integrated electronic shopping cart system of Claim 85, wherein the layout of the custom print design item described in the design file is updated to indicate any modification to the custom print design item information.

88. (Withdrawn) The integrated electronic shopping cart system of Claim 87, wherein the modified custom print design item information is displayed in real-time.

89. (Withdrawn) The integrated electronic shopping cart system of Claim 82, wherein the custom print design item information is modified in accordance with a predetermined ruleset for a selected print medium.

90. (Withdrawn) The electronic shopping cart system of Claim 82, wherein the custom print information is formatted into a format that is recognizable by the at least one printing facility.